**Orders** Order / Rev: Alt Order #: Product Desc: Agency

100292

06809751 NRSC 2012

Estimate:

Flight Dates: 10/02/12 - 10/09/12

Original Date / Rev: 04/13/12 / 09/26/12

Order Type: **GENERAL**  Primary AE:

Amy McCreary

Sales Office:

Sales Region:

KSNV

**BLPHI** National

Name:

Nebo Media, Inc.

**Buying Contact:** 

Billing Contact:

1023 31st St. NW

Washington, D.C. 20007

Billing Type:

Billing Calendar:

Billing Cycle:

Agency Commission:

EOM/EOC

Broadcast

Cash

15%

Advertiser

Name:

National Republican Senatorial Comm

Demographic:

A35+

Product Codes:

PLI2,PLI1

Priority:

SELECT PRIORITY CODE

Revenue Codes:

POLITICAL/AGY, PISSUE, GEN

Net Amount

\$71,952.50

New Business Thru:

Order Separation:

Advertiser External ID:

Agency External ID:

Bill Plan

Start Date **End Date** # Spots Gross Amount 10/01/12 10/09/12 115 \$84,650.00 Totals

Month # Spots Gross Amount Net Amount Rating October 2012 115 \$84,650.00 \$71,952.50 0.00 Totals 115 \$84,650.00 \$71,952.50 0.00

00:05:00

## **Account Executives**

Account Executive Sales Office Sales Region Start Date / End Date Order % Amy McCreary Start Of Order - End Of Order 100%

Order Share	Share	Total
KSNV	31%	\$84,650.00
Market	100%	\$273,064.52

Competitive Share	Share	Total
CABLE	0%	\$0.00
KBLR	0%	\$0.00
KFBT	0%	\$0.00
KINC	0%	\$0.00
KLAS	31%	\$84,650.00
KLVX	0%	\$0.00
KSNV-	0%	\$0.00
KTNV	17%	\$46,420.97
KTUD	1%	\$2,730.65
KVVU	17%	\$46,420.97
KVWB	0%	\$0.00
LV1	0%	\$0.00
UNKWN	3%	\$8,191.94

Ln	Ch	Start	End	Inventory Code	Break	Start/End Tir	ne Days	Len Sp	ots	Rate Pri	Rtg Type S	Spots	Amount
E 1	KSNV	10/03/12	10/05/12	M-F 6-7a WakeUp	w/Wæ@M	6-7a	WTF	:30	3	\$700.001	0.00 NM	3	\$2,100.00
				M-F 6-7a WakeUp	w/Wagners								
	NEWS										- 1		
	Star	t Date	End Date	Weekdays	Spots/Week	Rate	Rating				- 1		
W	eek: 10/0	01/12	10/07/12	WTF	3	\$700.00	0.00				- 1		

Print Date: 09/27/12 08:27:20 Page 2 of 6

Order / Rev:

100292

Advertiser:

National Republican Senatorial Committe

Alt Order #:

06809751

Product Desc:

NRSC 2012

KSNV

Flight Dates:

10/02/12 - 10/09/12

Estimate:

Ln Ch Start End	Inventory Code Break	Start/End T	ime Days	Len Sp	ots	Rate Pri	Rtg Type	Spots	Amount
E 1 KSNV 10/03/12 10/05/12	M-F 6-7a WakeUp w/Wa@M	6-7a	WTF	:30	3	\$700.001	0.00 NM	3	\$2,100.00
NEWS	M-F 6-7a WakeUp w/Wagners								
Start Date End Date	Weekdays Spots/Week	Rate	Rating						
Week: 10/01/12 10/07/12	WTF 3		0.00						
E 2 KSNV 10/08/12 10/09/12	2 M-F 6-7a WakeUp w/Wa@M	6-7a	MT	:30	2	\$700.001	0.00 NM	2	\$1,400.00
NEWO	M-F 6-7a WakeUp w/Wagners								
NEWS	Mookdaya Spata/Mook	Poto	Poting						
Start Date	Weekdays Spots/Week	S. Commonwell (1977)	Rating 0.00						
E 3 KSNV 10/08/12 10/09/12		658a-9am	MT	:30	4	\$900.001	0.00 NM	4	\$3,600.00
	Today Show					4000.00			40,000.00
TODAY SHOW	2X PE								
Start Date End Date			Rating						
Week: 10/08/12 10/14/12	MT 4		0.00			0000000	0.00.1114		
E 4 KSNV 10/03/12 10/05/12	2 Today Show CM Today Show	658a-9am	WTF	:30	6	\$900.001	0.00 NM	6	\$5,400.00
TODAY SHOW	2X PE	R DAY					- 1		
Start Date End Date			Rating				- 1		
Week: 10/01/12 10/07/12	WTF 6	\$900.00	0.00						
E 5 KSNV 10/03/12 10/05/12	M-F Today Show II 3rd H0M	9-10a	WTF	:30	3	\$425.001	0.00 NM	3	\$1,275.00
	M-F Today Show II								
TODAY SHOW	W	Б.	D 1:				- 1		
<u>Start Date</u> <u>End Date</u> Week: 10/01/12 10/07/12	<u>Weekdays</u> <u>Spots/Week</u> WTF	-	Rating 0.00						
	2 M-F Today Show II 3rd H®M	9-10a	MT	:30	2	\$425.001	0.00 NM	2	\$850.00
E 0 R314V 10/00/12 10/03/1	M-F Today Show II	3-10a	1011	.50	2	φ425.00 1	0.00 14101	2	φου.υυ
TODAY SHOW									
Start Date End Date	Weekdays Spots/Week	<u>Rate</u>	Rating						
Week: 10/08/12 10/14/12	MT 2	\$425.00	0.00						
E 7 KSNV 10/08/12 10/09/1		10am-11am	MT	:30	2	\$325.001	0.00 NM	2	\$650.00
TODAY SHOW	Today 4th Hour								
Start Date End Date	Weekdays Spots/Week	Rate	Rating						
Week: 10/08/12 10/14/12	MT 2		0.00						
E 8 KSNV 10/03/12 10/05/1	2 M-F Today Show III 4th 16M	10am-11am	WTF	:30	3	\$325.001	0.00 NM	3	\$975.00
	Today 4th Hour								
TODAY SHOW									
Start Date End Date Week: 10/01/12 10/07/12			Rating 0.00				- 1		
Week: 10/01/12 10/07/12 E 9 KSNV 10/03/12 10/05/1		\$ \$325.00 11am-12pm	WTF	:30	6	\$325.001	0.00 NM	6	\$1,950.00
E 9 KSINV 10/03/12 10/03/1	Rachael Ray	TTalli-TZPIII	W1F	.30	6	\$325.00 T	U.UU INIVI	6	\$1,950.00
RACHEL	, admidd ray								
Start Date End Date		Rate	Rating				- 1		
Week: 10/01/12 10/07/12	WTF 6	\$325.00	0.00						
E 10 KSNV 10/08/12 10/09/1	And the second s	11am-12pm	MT	:30	4	\$325.001	0.00 NM	4	\$1,300.00
RACHEL	Rachael Ray						- 1		
Start Date End Date	Weekdays Spots/Week	Rate	Rating						
Week: 10/08/12 10/14/12	MT		0.00				***		
E 11 KSNV 10/08/12 10/09/1	2 Noon News CM	12-1230pm	MT	:30	2	\$425.001	0.00 NM	2	\$850.00
	Noon News	- I						-	,,,,,,,,,,,,,,,,,,,,,,,,,,,,,,,,,,,,,,,
NEWS							- 1		
Start Date End Date			Rating				ı		
Week: 10/08/12 10/14/12		\$425.00	0.00	-00		0405.001	0.00.111	_	04 077 57
E 12 KSNV 10/03/12 10/05/1	2 Noon News CM Noon News	12-1230pm	WTF	:30	3	\$425.001	0.00 NM	3	\$1,275.00
NEWS	IAOOH IAGM2						- 1		
Start Date End Date	Weekdays Spots/Week	Rate	Rating						
Week: 10/01/12 10/07/12		\$425.00	0.00						
E 13 KSNV 10/03/12 10/05/1	2 CM	1230-1p	WTF	:30	3	\$325.001	0.00 NM	3	\$975.00

Print Date: 09/27/12 08:27:20 Page 3 of 6

KSNV

Order / Rev:

100292

Advertiser:

National Republican Senatorial Committe

Alt Order #:

06809751

Product Desc:

NRSC 2012

Flight Dates:

10/02/12 - 10/09/12

Estimate:

Ln Ch	Start	End	Inventory Code		Start/End T	ime Days	Len Sp	ots	Rate Pri	Rtg Type S	Spots	Amount
			The Agenda 1230									
AGEND	ρA		The Agenda 1230	opm								
Sta	rt Date	End Date	Weekdays	Spots/Week	Rate	Rating						
Week: 10		10/07/12	WTF	3	\$325.00	0.00						
E 14 KSNV	10/08/1	2 10/09/12	The Agenda 1230	7. CONT. C. CONT. C.	1230-1p	MT	:30	2	\$325.001	0.00 NM	2	\$650.00
AGENE	DΑ		The Agenda 123	opm						- 1		
	art Date	End Date	Weekdays	Spots/Week	Rate	Rating						
Week: 10		10/14/12	MT	2	\$325.00	0.00						
E 15 KSNV	10/08/1	2 10/09/12		CM	2pm-3pm	MT	:30	2	\$325.001	0.00 NM	2	\$650.00
DRS			The Doctors									
	art Date	End Date	Weekdays	Spots/Week	Rate	Rating						
Week: 10		10/14/12	MT	2	\$325.00	0.00						
E 16 KSNV	10/03/1	2 10/05/12	The Doctors The Doctors	CM	2pm-3pm	WTF	:30	3	\$325.001	0.00 NM	3	\$975.00
DRS			The Doctors									
-	art Date	End Date	Weekdays	Spots/Week	Rate	Rating				- 1		
Week: 10		10/07/12	WTF	3	\$325.00	0.00			72 000000			
E 17 KSNV	10/03/1	2 10/05/12	Dr. Phil Dr Phil	CM	3-4p	WTF	:30	6	\$450.001	0.00 NM	6	\$2,700.00
PHIL			DIFIII									
Sta	art Date	End Date	Weekdays	Spots/Week	Rate	Rating						
Week: 10		10/07/12	WTF	6	\$450.00	0.00						
E 18 KSNV	10/08/1	2 10/09/12	Dr. Phil Dr Phil	CM	3-4p	MT	:30	4	\$450.001	0.00 NM	4	\$1,800.00
PHIL			DIPIIII									
Sta	art Date	End Date	Weekdays	Spots/Week	<u>Rate</u>	Rating						
Week: 10		10/14/12	MT	4	\$450.00	0.00						
E 19 KSNV	10/08/1	2 10/09/12	NEWS 3 at 4 (1 4PM NEWS (1 h		4-5pm (4:00 PM-4:3	MT	:30	2	\$700.002	0.00 NM	2	\$1,400.00
NEWS			4PIVI NEVVS (111	our)	(4.00 PIVI-4.3	oo Pivi)						
Sta	art Date	End Date	Weekdays	Spots/Week	Rate	Rating						
Week: 10		10/14/12	MT	2	\$700.00	. 0.00						
E 20 KSNV	10/03/1	2 10/05/12	NEWS 3 at 4 (1 4PM NEWS (1 h		4-5pm (4:00 PM-4:3	WTF	:30	3	\$700.002	0.00 NM	3	\$2,100.00
NEWS			4FIVINEVVS (TII	our)	(4.00 FIVI-4.0	oo Fivi)						
Sta	art Date	End Date	Weekdays	Spots/Week	<u>Rate</u>	Rating						
Week: 10		10/07/12	WTF	3		0.00						
E 21 KSNV	10/03/1	12 10/05/12	NEWS 3 at 4 (1		4-5pm	WTF	:30	3	\$700.002	0.00 NM	3	\$2,100.00
NEWS			4PM NEWS (1 h	our)	(4:30 PM-5:0	JO PIVI)				- 1		
	art Date	End Date	Weekdays	Spots/Week	Rate	Rating				- 1		
Week: 10		10/07/12	WTF	3	\$700.00	0.00						
E 22 KSNV	10/08/	12 10/09/12	NEWS 3 at 4 (1		4-5pm	MT	:30	2	\$700.002	0.00 NM	2	\$1,400.00
NEWS			4PM NEWS (1 h	our)	(4:30 PM-5:0	JO PIVI)						
	art Date	End Date	Weekdays	Spots/Week	Rate	Rating				- 1		
Week: 10		10/14/12	MT	2	\$700.00	0.00						
E 23 KSNV	10/08/	12 10/09/12	M-F Early News	CM	5-630p	MT	:30	2	\$1,100.002	0.00 NM	2	\$2,200.00
NEWS			M-F Early News									
	art Date	End Date	Weekdays	Spots/Week	Rate	Rating						
Week: 10		10/14/12	MT	December 1997	\$1,100.00	0.00						
E 24 KSNV	10/03/	12 10/05/12	M-F Early News	CM	5-630p	WTF	:30	3	\$1,100.002	0.00 NM	3	\$3,300.00
NEWS			M-F Early News									
	art Date	End Date	Weekdays	Spots/Week	Rate	Rating						
Week: 10	- Sellower management of	10/07/12	WTF		\$1,100.00	0.00						
E 25 KSNV	10/03/	12 10/05/12		CM	657-730p	TF	:30	3	\$1,200.002	0.00 NM	3	\$3,600.00

Print Date: 09/27/12 08:27:20

Page 4 of 6

Order / Rev:

100292

Advertiser:

National Republican Senatorial Committe

Alt Order #: Flight Dates: 06809751

10/02/12 - 10/09/12 Estimate:

Product Desc: NRSC 2012 KSNV

Ln Ch	Start	End	Inventory Code	Break	Start/End Ti	me Days	Len Sp	ots Rate Pri	Rtg Type	Spots	Amount
			M-F Jeopardy M-F Jeopardy								
JEP			cooparay								
	rt Date	End Date	Weekdays	Spots/Week	Rate	Rating					
Week: 10/		10/07/12	TF		\$1,200.00	0.00	.20	2 #1 200 002	0.00 NIM	2	CO 400 00
E 26 KSNV	10/08/1	2 10/09/12	M-F Jeopardy M-F Jeopardy	CM	657-730p	MT	:30	2 \$1,200.002	0.00 NM	2	\$2,400.00
JEP			m. cooparay								
	rt Date	End Date	<u>Weekdays</u>	Spots/Week	<u>Rate</u>	Rating					
Week: 10/		10/14/12	MT		\$1,200.00	0.00				-	
E 27 KSNV	10/08/1	2 10/09/12		CM	730-758pm	MT	:30	2 \$1,200.002	0.00 NM	2	\$2,400.00
WHEEL			M-F Wheel of Fo	rtune							
	art Date	End Date	Weekdays	Spots/Week	Rate	Rating			1		
Week: 10	/08/12	10/14/12	MT	2	\$1,200.00	0.00					
E 28 KSNV	10/03/1	2 10/05/12	M-F Wheel	CM	730-758pm	TF	:30	3 \$1,200.002	0.00 NM	3	\$3,600.00
\^//.!==!			M-F Wheel of Fo	rtune							
WHEEL	art Date	End Date	Weekdays	Spots/Week	Rate	Rating					
Week: 10		10/07/12	TF		\$1,200.00	0.00					
E 29 KSNV	10/03/1	2 10/05/12	M-F News 3 at E		11pm-1135p	mWTF	:30	3 \$1,100.002	0.00 NM	3	\$3,300.00
			M-F News 3 at E	leven							
NEWS	ov Erre-										
Sta Week: 10	art Date	End Date 10/07/12	<u>Weekdays</u> wTF	Spots/Week	<u>Rate</u> \$1,100.00	Rating 0.00					
			M-F News 3 at E		11pm-1135p		:30	2 \$1,100.002	0.00 NM	2	\$2,200.00
L 30 KSNV	10/00/1	2 10/03/12	M-F News 3 at E		110111-11000		.50	Σ ψ1,100.002	0.00 14141		\$2,200.00
NEWS											
	art Date	End Date	Weekdays	Spots/Week	-	Rating					
Week: 10		10/14/12	MT		\$1,100.00	0.00		0 0150000	0.00 1114		
E31 KSNV	10/08/1	2 10/09/12	The Tonight Show	w CM	1135p-1237a	MT	:30	2 \$450.002	0.00 NM	2	\$900.00
TON S	HOW		Tonight onow								
	art Date	End Date	Weekdays	Spots/Week	Rate	Rating					
Week: 10	/08/12	10/14/12	MT	2	\$450.00	0.00					
E32 KSNV	10/03/1	12 10/05/12		w CM	1135p-1237a	WTF	:30	3 \$450.002	0.00 NM	3	\$1,350.00
TON S	HOW		Tonight Show								
	art Date	End Date	Weekdays	Spots/Week	Rate	Rating					
Week: 10		10/07/12	WTF	3	March Street	0.00					
-			Wed PR 9-10p	CM	9-10pm	W	:30	1 \$2,200.003	0.00 NM	1	\$2,200.00
			Wednesday Prin	ne 9-10pm				12			
PRIME			14/	0 1 111 1	Б. (	D. C.			-		
<u>Sta</u> Week: 10	art Date	End Date 10/07/12	<u>Weekdays</u> W	Spots/Week	<u>Rate</u> \$2,200.00	Rating 0.00					
			Fri PR 8-9p	CM	8-9pm	F	:30	1 \$1,900.003	0.00 NM	1	\$1,900.00
Lor Horr	, 0, 00,		Friday Prime 8-9					, ,,,,,,,,,,,,,,,,,,,,,,,,,,,,,,,,,,,,,			ų .,,ooooo
DLINE											
	art Date	End Date	Weekdays	Spots/Week		Rating					
Week: 10		10/07/12	Neve 2 Consists		\$1,900.00	0.00	.20	1 \$250,001	0.00 NIM	4	¢250.00
E35 KSNV	10/06/	12 10/06/12	News 3 Sunrise News 3 Sunrise		6a-7a	S-	:30	1 \$350.001	0.00 NM	1	\$350.00
BEWS			News o outmoo	0/110110/11							
Sta	art Date	End Date	Weekdays	Spots/Week	Rate	Rating					
Week: 10		10/07/12	S-	1	¥*******	0.00					
E36 KSNV	10/06/	12 10/06/12	Saturday Today	CM	7a-9am	S-	:30	1 \$600.002	0.00 NM	1	\$600.00
SAT TO	ODAY		Saturday Today								
	art Date	End Date	Weekdays	Spots/Week	Rate	Rating					
Week: 10		10/07/12	S-	1		0.00					
E37 KSNV	10/06/	12 10/06/12		CM	9am-930am	S-	:30	1 \$500.001	0.00 NM	1	\$500.00

Print Date: 09/27/12 08:27:20

**KSNV** 

Page 5 of 6

Order / Rev:

100292

Advertiser:

National Republican Senatorial Committee

Alt Order #:

06809751

Product Desc:

NRSC 2012

Flight Dates:

10/02/12 - 10/09/12

Estimate:

Len Spots Ln Ch Start End Inventory Code Break Start/End Time Days Rate Pri Rtg Type Spots Amount News 3 Today - SATURD News 3 Today - SAT **NEWS** Spots/Week Weekdays Start Date **End Date** Rate Rating 10/07/12 ----S-0.00 Week: 10/01/12 \$500.00 E 38 KSNV 10/06/12 10/06/12 SIGN ON-SIGN OFF CM 5a-459a ----5-:30 \$325.003 0.00 NM \$325.00 ROS (9:00 PM-10:00 PM) WH/JEP Start Date **End Date** Weekdays Spots/Week Rate Rating ----S-\$325.00 Week: 10/01/12 10/07/12 1 \$1,000.003 E 39 KSNV 10/06/12 10/06/12 Sat PR 10-11p CM 10-11pm -----:30 0.00 NM \$1,000.00 Saturday Prime 10-11pm PRIME Weekdays Start Date **End Date** Spots/Week Rate Rating \$1,000.00 0.00 Week: 10/01/12 10/07/12 ----5-E 40 KSNV 10/06/12 10/06/12 Sa-Su News 3 at ElevenCM 11pm-1135pm ----S-:30 1 \$1,000.002 0.00 NM \$1,000.00 Sa-Su News 3 at Eleven **NEWS** Start Date **End Date** Weekdays Spots/Week Rate Rating 10/07/12 ----S-1 \$1,000.00 0.00 Week: 10/01/12 E 41 KSNV 10/06/12 10/06/12 Saturday Night Live CM 1130pm-1:02am ----S-:30 1 \$1,400.001 0.00 NM \$1,400.00 Saturday Night Live SNI Start Date **End Date** Weekdays Spots/Week Rate Rating Week: 10/01/12 10/07/12 ----S-1 \$1,400.00 0.00 E 42 KSNV 10/07/12 10/07/12 News 3 Sunrise - SUND&M -----:30 \$350.001 0.00 NM 6a-7a 1 \$350.00 News 3 Sunrise SUNDAY WAKE UP Start Date **End Date** Weekdays Spots/Week Rate Rating ----S Week: 10/01/12 10/07/12 \$350.00 0.00 Sunday Today :30 \$500.002 0.00 NM E 43 KSNV 10/07/12 10/07/12 CM 7a-8am \$500.00 Sunday Today SUN TODAY Spots/Week Rating Start Date **End Date** Weekdays Rate Week: 10/01/12 10/07/12 \$500.00 0.00 E 44 KSNV 10/07/12 10/07/12 0.00 NM Meet the Press CM 8a-9am -----:30 1 \$1,300.001 \$1,300.00 Meet the Press MTP Start Date **End Date** Weekdays Spots/Week Rate Rating Week: 10/01/12 10/07/12 ----5 \$1,300.00 0.00 9a-930am ----S :30 \$500.001 0.00 NM \$500.00 E 45 KSNV 10/07/12 10/07/12 News 3 Today Wknd CM 1 News 3 Today **NEWS** Spots/Week Rating Start Date **End Date** Weekdays Rate ---S \$500.00 0.00 10/07/12 Week: 10/01/12 Chris Matthews 9:30AM SM 9:30a-10a ----S :30 \$500.002 0.00 NM \$500.00 E 46 KSNV 10/07/12 10/07/12 Chris Matthews SUN 9:30am **CHRIS** Start Date **End Date** Weekdays Spots/Week Rate Rating \$500.00 0.00 Week: 10/01/12 10/07/12 \$6,500.00 1P-9PM :30 1 \$6,500.003 0.00 NM E 47 KSNV 10/07/12 10/07/12 NFL Football CM ----5 NFL Football NFI Start Date **End Date** Weekdays Spots/Week Rate Rating \$6,500.00 0.00 Week: 10/01/12 10/07/12 ----5 :30 1 \$1,100.002 0.00 NM \$1,100.00 E 48 KSNV 10/07/12 10/07/12 News 3 Live in Prime CM 7-10pm News 3 in Prime POST GAME NEWS Spots/Week Rating Start Date **End Date** Weekdays Rate Week: 10/01/12 10/07/12 \$1,100.00 ----5 E49 KSNV 10/07/12 10/07/12 CM :30 1 \$1,000.002 0.00 NM \$1,000.00 11pm-1135pm

Print Date: 09/27/12 08:27:20

Page 6 of 6

Amount

Order / Rev:

100292

Start

Start Date

Week: 10/01/12

Advertiser:

Estimate:

Break Start/End Time

National Republican Senatorial Committe

Len Spots

Alt Order #: Flight Dates:

Ln Ch

06809751

10/02/12 - 10/09/12

End

**End Date** 

10/07/12

Product Desc:

NRSC 2012

Days

**KSNV** 

Rate Pri Rtg Type Spots

Sa-Su News 3 at Eleven

Sa-Su News 3 at Flever

Inventory Code

Weekdays

--WT---

Spots/Week

		Sa-Su News 3	at Eleven								
NEWS									_		
Start D	Date End Date	Weekdays	Spots/Week	<u>Rate</u>	Rating						
Week: 10/01/	12 10/07/12	S	1	\$1,000.00	0.00						
E 50 KSNV 10	0/03/12 10/05/12	Face to Face w	/ RalstonCM	630-657pm	TF	:30	2	\$900.001	0.00 NM	2	\$1,800.00
		Face to Face w	// J.Ralston						1		
FACE											
Start D	Date End Date	<b>Weekdays</b>	Spots/Week	Rate	Rating						
Week: 10/01/	/12 10/07/12	TF	2	\$900.00	0.00						
E 51 KSNV 10	0/03/12 10/04/12	Wake Up Early	w/ Wagn@M	430a-5a	WT	:30	1	\$200.001	0.00 NM	1	\$200.00
		Wake Up Early	Wagners								
EARLY TO	DDAY										

Rating

0.00

Rate

\$200.00

Totals 115 \$84,650.00